

## Sarah Towle and Bluespark Labs Join Forces to Power Up the Time Traveler Tours App Publishing Engine



**May 2104:** Time Traveler Tours, LLC, and creative digital development agency, Bluespark Labs, partner up to power up the Time Traveler Tours concept, mission, and vision with a robust new app publishing engine.

Blending the talents of their respective teams, the partners will collaborate to unite the best in interactive storytelling with the latest in mobile technology to revolutionize the discovery of history and culture, and along with it, educational tourism.

**Their aim:** To produce interactive mobile tours—both branded as well as white-label—to the world’s most popular historic destinations, museums, and other cultural institutions.

**Their mission:** To bring history and culture to life through interactive stories and games, at the tips of your fingers, expressly for youth and the young at heart.

**Their vision:** To create great quality educational content developed for digital, first, and made available across multiple media formats for multiple audiences.

Time Traveler Tours mobile publications usher users on treasure hunts through time, guided by history’s most colorful characters. Their debut StoryApp Tour, **Beware Madame la Guillotine, A Revolutionary Tour of Paris**, earned numerous Top 10 App distinctions and garnered stellar reviews, such as this one by Daryl Grabarek, reviewer for School Library Journal’s Touch & Go, Guide to the Best Apps for Children and Teens:

*Drama of historical proportions, an awesome guide, and games and challenges, what more could a teen on vacation ask for?*

The award-winning story, by Sarah Towle, kicked off the creation of a suite of products, including interactive digital books, POD books, and a Curriculum Handbook for teachers, thus necessitating the birth of a second digital imprint, Time Traveler Tales. The company aims to bring quality interactive content to readers where they want it, when they want it, with stories traversing the formats.

A growing alliance of talented authors of creative nonfiction and historical fiction is now fast at work, helping to position Time Traveler Tours & Tales to scale its unique concept worldwide. In development are interactive treasure hunts to Renaissance Florence, Napoleonic Paris, Revolutionary Boston, and WWII Alsace/Lorraine.

Bluespark Labs boasts a special affinity for international travel and culture. Merging thoughtful user experiences, beautiful interface designs, and powerful web and mobile platforms, they design and build apps that people love.



Founder & Principal, Michael Tucker, was taken with the Time Traveler Tours concept from the early beta-testing days of the **Beware Madame la Guillotine** StoryApp iTinerary, when he shared a day out in Paris with Sarah and her story’s protagonist, Charlotte Corday.

Now he and his partner, Ronald Ashri, have folded their team into Sarah's to power up the Time Traveler Tours app publishing engine, marrying state-of-the-art features and functionality with intuitive user experiences and narrative content of the highest quality. Meet the collaborators here: <http://www.timetravelertours.com/team/>.

The partners' coming publishing platform will enable Time Traveler Tours, LLC to produce interactive educational media at a competitive cost. This will include content published under the company's trademark, as well as that tailor-made to highlight the historical legacy of museums, monuments, and other cultural institutions worldwide, published under their proprietary brand.

Cultural Institutions looking for an affordable solution to building interactive apps and other educational media for their organizations need look no further. Find more information about engaging Team TTT&T here: <http://www.timetravelertours.com/organizations/>.

Authors with a dramatic historical tale to tell currently looking for a publisher are invited to submit today to TTT&T. For information regarding our submission guidelines, please visit the following link: <http://www.timetravelertours.com/authors/>

For more information about our company, partnership, and goals as well as collaborative opportunities for authors and organizations, contact:

**Sarah Towle**  
**Founder & Creative Director**  
**Time Traveler Tours, LLC**

[+1 302-261-2644](tel:+13022612644)

[+33-\(0\)6-8273-4564](tel:+330682734564)

[stowle@timetravelertours.com](mailto:stowle@timetravelertours.com)

Or visit our company website: [www.timetraverlertours.com](http://www.timetraverlertours.com)

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